JOIN US . . .
YOU'RE IN GOOD COMPANY
2025 sponsors included...

PRIMARY

SELECTiON.COM

PRIMARY
Selection.com

PLATINUM
Chamber of Commerce
City Of Middletown
Community Foundation
Meijer
The Oasis 97.7-106.7FM

GOLD
A&A Safety
altafiber
Butler County Regional Transit
Cohen Recycling
Community Building Institute Middletown
Cronin Ford North
Duke Energy
Jake Sweeney Buick / GMC
Key-Ads, Inc
Miami Valley Propane
Molson Coors Beverage Company
Ohio Eagle Distributing
Otterbein Senior Life
Phillips Tube Group
Premier Health
St John XXIII Catholic School
US Army Recruiting
Vandervort Media

SILVER
Akers Packaging Service Group
Arlington Pointe
Cincinnati State at Miami University Middletown Campus
Jeff Couch RV Nation
Leaffilter Gutter Protection
Lee's Famous Recipe
Miami Valley Gaming
Middletown Moose Lodge 501
Ohio Military Reserve
Travel Butler County

BRONZE
Baker Stevens Parramore Funeral Home
Breitenbach Anderson Funeral Home
Butler Tech
Camera Security Now
Middletown Energy Center
PAC Worldwide
The Kleingers Group
Wilson-Schramm-Spaulding Funeral Home

BOOTH
All American Gutter Protection
BioLife Plasma Services, LP
Cabelas
Hampton Inn by Hilton Middletown
Harvest snaps
Mad City Windows and Baths
Renewal by Andersen
Rhino Exteriors

SPECIAL THANKS
Buckeye Custom Carts
Gordon Food Service
Light Up Middletown
Primetime Tents

THE OHIO CHALLENGE MIDDLETOWN

Contact Us
c/o The Chamber of Commerce Office
1505 S. Breiel Boulevard
Middletown, Ohio 45044
513.435.6361 phone
Email: OhioChallengeSponsors@gmail.com
Web: www.ohiochallenge.com
Facebook: Ohio Balloon Challenge
Twitter: ohio_challenge
Instagram: the Ohio Challenge

THE OHIO CHALLENGE MIDDLETOWN

Friday & Saturday
July 17th & 18th, 2026

Hot Air Balloon & Skydiving Festival

Smith Park Middletown Regional Airport Full Festival:
Friday & Saturday • 5:00 to 10:30 pm
www.ohiochallenge.com

Sponsorship and Advertising Opportunities

Big,Enthusiastic Crowds of 25,000+
Brand safe and professionally managed

Unique in Ohio that combines hot air balloons-skydivers-fireworks-drones
Good for business and community with over $2mill economic impact

Your sponsorship is an investment in a high energy, family friendly, experience that people remember and associate with your brand

DRONE SHOW ADVERTISER - $3,000

The number of Drones has been expanded to 350

Market your company's logo/name in the Drone Show

10 available opportunities (first come first serve)

GOLD SPONSORSHIP - $1,750

Company logo/name displayed on a balloon basket banner

Exposure on Jumbo Video Board

- 30 second Commercial (company supplied)
- Name/logo listed on Video banner

Optional event supplied 10x10 tent to promote your business

8 VIP Premium Parking passes and 4 general parking passes

SILVER SPONSORSHIP - $1,250

Exposure on Jumbo Video Board

Optional event supplied 10x10 tent to promote your business

4 VIP Premium Parking passes and 4 general parking passes

Ability to purchase a Company supplied 30 second Ad played on the Jumbo Video Board for $250

SPECIALITY SPONSORSHIPS

Naming Rights plus Gold Sponsor benefits

❖ Fireworks Show	$10,000 **
❖ Drone Show	$8,000 **
❖ Tethered Rides	$3,000
❖ Special Shapes	$3,000
❖ Balloon Key Grab	$3,000
❖ Kids Carnival	$2,000
❖ Hospitality Tent	$2,000

** Includes Drone Show Advertiser
For all other Specialty Sponsors, be a Drone Show Advertiser for a discounted price of $1,500

BRONZE SPONSORSHIP - $500

2 VIP Premium Parking passes and 2 general parking passes

Ability to purchase a Company supplied 30 second Ad played on the Jumbo Video Board for $250

ALL SPONSORSHIPS INCLUDE THE FOLLOWING:

Digital promotion on Video Board
Mentions on social media
Listed on Website & Event Program
Event to post company supplied sign
Access to VIP Hospitality Tent

VENDOR BOOTHS - $750

Market directly to the crowd
Bring your own tent or we will provide one
2 Vendor passes and 2 General Parking passes

BY THE NUMBERS

REGIONAL DRAW

25,000+	Attendance
80%	Within a one-hour drive.
127	Ohio zip codes represented

Our Audience at a Glance (Captured by Placer.ai – July 2024)

$59k-$66k	Median Household Income
Income>$100K	25% of families
30%+	Some college or more
2.5–3.0	Persons per household

Largest Age Bracket: Adults 35–54

DIGITAL MARKETING/SOCIAL MEDIA

Facebook

7,500	Facebook Followers
312,000	People Reached
1,165,000	Content views
83,000	Facebook page visits

Instagram

1,800	Followers
70,00	Content views

It's more than just hot air...